

I'm MBE/WBE SDO Certified! What's my next step?

MARKETING TO PUBLIC ENTITIES

- Developing relationships that work
- Outreach & market to SDP Supplier Diversity Officers
- Develop marketing materials for public agencies
- Identify yourself as an SDO certified business
- Include the information in all your marketing material
- Follow us on Twitter <a>@MASS_OSD
- Use social media



SDO CERTIFICATION

SDP TECHNICAL & SUPPORT SERVICES

- Supplier Diversity Program Basic Training
- Check the SDO and SDP websites for training and networking opportunities
- www.mass.gov/sdo
- www.mass.gov/sdp
- www.mass.gov/sbpp

DEVELOPING PARTNERSHIPS & NETWORKING EVENTS

- Look for partnership opportunities & relationship building
- Attend networking events

NAVIGATING COMMBUYS ONLINE SOLICITATION OPPORTUNITIES

- Register in COMMBUYS
- www.COMMBUYS.com
- Sign up for the SBPP if applicable
- View all bidding opportunities
- Find bids
- Submit bids
- Attend bidder's conference

OSD TRAINING PROGRAM

- Webcast, webinars & instructor-led formats
- Training classes:
 - -Basic SDP and SDP Plan
 - -COMMBUYS
 - -Small Business Purchasing Program
 - -Connecting Your Business to the Commonwealth
- More information at www.mass.gov/osd